

## Minutes: Youth Programs Subcommittee Meeting

**Date:** January 9, 2009  
**Time:** 1:02 p.m. – 2:19 p.m.  
**Location:** Conference call

**Members Present**

Danny McGoldrick	John T. Brown
Dr. Mae Waters	Penny Detscher
Javier Berezdivin	

**Members Absent**

Erin Sylvester	Jeffery Cece
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**Others Present**

Laura Corbin	DOH	Donna Williams	DOH
Janine Myrick	DOH	Monica Corbett	Zimmerman Inc. (Z. Inc.)
Mark Lundberg	DOH		

**Desired outcomes:**

Coordinate youth input into the tobacco program.

Topic/lead	Discussion	Status/Follow up
<b>Roll call and welcome</b>	The meeting was called to order at 1:02 p.m. The roll was called and a quorum was present.	
<b>Approval of previous minutes</b>	Mr. Martinez asked if members had read the minutes of 12/1/08 or had any changes or corrections. Hearing none, a motion was made by Dr. Waters to accept the minutes as written.	<b>Motion approved</b> Waters/Detscher passed
<b>Subcommittee Old Business, Division Director's comments</b>	<p>Dr. Waters volunteered to lead the group through the agenda. Ms. Janine Myrick, Director of the Division of Health Access and Tobacco provided some comments to the subcommittee about the previous minutes.</p> <p>Ms. Myrick asked the subcommittee for their consideration of the following three points:</p> <p>1) Subcommittee members should be aware that DOH staff must go through the Department's chain of command before agreeing to tasks suggested by the subcommittee. The DOH will review such requests and respond quickly. Staff will be reminded to follow this protocol when receiving a request.</p> <p><b>Discussion:</b> A subcommittee member asked if there was a procedure for making requests of staff. Ms. Myrick replied that she did not want to make this procedurally</p>	1) Subcommittee requests to staff must be approved by staff supervisor.

Topic/lead	Discussion	Status/Follow up
	<p>heavy or formalized but that members and staff should just be aware of the process.</p> <p>2) The subcommittee at its previous meeting on 12/1/08 recommended the DOH promote education and training regarding the effects of a tobacco product price increase. Ms. Myrick pointed out that the DOH is an executive agency that works for the Governor and, unless instructed to do so by the Governor, can not take a position on this issue.</p> <p><b>Discussion:</b></p> <p>The group felt it was important to provide information to youth on all aspects of tobacco control, including the effects of a product price increase. Ms. Myrick responded that Ms. Corbin, the DOH Youth Coordinator would continue to educate youth in all aspects of tobacco control. Mr. Lundberg, the Acting Bureau Chief, volunteered to work with Ms. Corbin on this topic. Ms. Myrick also informed the group that when the excise tax bills are introduced the DOH will have the opportunity to offer comments through the bill analysis process.</p> <p>3) If Advisory Council members interact with contractors they should appreciate that contractors are responsible to complete a contracted scope of work, and that changes to that scope must be amended into the contract.</p> <p><b>Discussion:</b></p> <p>Subcommittee members agreed that they act in an advisory capacity to the Department, and their intent was not to mandate anything to staff or contractors.</p>	
<p><b>Subcommittee new business, Update from Z. Inc.</b></p>	<p>Ms. Monica Corbett, representing Z. Inc., reported the following:</p> <p>1) Z. Inc. has received positive feedback about the new TV ads. The Sunday after some ads, Z. Inc. received over 250 telephone calls, some emotional and heartfelt, from individuals wanting to join or supporting the Quitline effort.</p> <p>2) From these comments the Z. Inc. was encouraged about the value of appealing to significant others to help smokers quit.</p> <p>3) Z. Inc. has participated on the Youth Advisory Board (YAB) calls and recently spoke to the YAB about Tobacco Free Florida Week (February 27 – March 7, 2009).</p> <p>4) Z. Inc. suggested creating an ad focusing on the Students Working Against Tobacco (SWAT) mission and using recorded voices of SWAT youth.</p> <p>5) Z. Inc. stated they will participate at the Youth Advisory Board meeting in Madison, Florida on January 30 – February 1, 2009.</p>	
<p><b>Subcommittee new business, Update from Laura Corbin</b></p>	<p>Ms. Corbin, the DOH Youth Coordinator, gave an update about her research of the toolkit used by the State of New York in its campaign to increase the tobacco excise tax. She stated:</p> <p>1) She had made multiple contacts to state tobacco staff and to community coalitions that are using the toolkit.</p>	

<b>Topic/lead</b>	<b>Discussion</b>	<b>Status/Follow up</b>
	2) The toolkit followed the state media campaign closely and stressed the health benefits. 3) There is clear guidance about the limits of the community coalition effort. 4) Most importantly, the toolkit contains information about what to anticipate if the tax is passed, including the need to be prepared for increased drawdown of services.	
<b>Subcommittee new business, agenda for the next meeting</b>	Next meeting: Update on the youth conference with the Delta Project. This conference was cancelled on 1/28/09 and will be held in 2010.	Members will be informed the Delta Project conference is cancelled.
<b>Subcommittee new business, recommendations to the Advisory Council</b>	Ms. Detscher made the following motion “Our subcommittee recommends to the Tobacco Education and Use Prevention Advisory Council, that education about increasing the product price of tobacco products (rather than lobbying efforts) be incorporated into the youth program as the leading proven effective strategy for reducing tobacco use.” The motion passed by voice vote.	<b>Motion approved.</b> Detscher/Waters Passed
<b>Adjournment</b>	The meeting adjourned at 2:19 p.m.	